

Supporting a national online English competition

TAL Education Group

China



Test content from Cambridge Assessment English has made a vital contribution to the annual English Language Competition run by TAL Education Group, one of China's leading education and technology enterprises. Cambridge English was the first international organisation invited to contribute to the competition, which in 2017 attracted almost 300,000 entries from 20 Chinese provinces. A member of Cambridge English also joined the judging panel for the final round of the competition.

TAL Education Group has a mission to integrate education and technology, especially the internet, in order to improve students' study experience in a wide range of subjects, including English. As part of this, TAL holds an annual English Language Competition and in 2017 decided – for the first time – to hold the competition online, delivered by TAL subsidiary Xue'ersi Online.

Wanting to ensure the competition was of the highest quality, Xue'ersi Online asked Cambridge English, as a leader in English language education, to provide the expertise required. As a result, Cambridge English created content for English grammar and vocabulary assessments – this content was uploaded onto Xue'ersi Online's own platform and then used to create a range of different tests for the competition.

Round One took place in September 2017, and over the next three rounds the number of entrants was reduced from 228,561 to 120. A judge from Cambridge English took part in the final evaluation stage, held in January 2018, where candidates were divided into three levels – junior primary, senior primary and junior secondary. The winners were awarded places at a summer camp in Guam, together with gifts presented by Cambridge English and TAL.

Through its support for the competition, Cambridge English was able to demonstrate its assessment expertise while also helping learners develop their language skills and their confidence when communicating in English.

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“Schools, teachers and students were very motivated by the Cambridge English test items and co-branded winners' certificates, and welcomed the judging expertise of Hugh Moss, Senior Education Advisor at Cambridge Assessment English.”

Ms Pei Pei, Marketing Manager, TAL Online